

Message Text

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SUBJ: HEALTH CARE TSS

REF: STATE 012870

1. RESPONSE OF MEDICAL COMMUNITY OVERWHELMINGLY ENTHUSIAS-
TIC CONCERNING PLANNED VISIT OF U.S. HEALTH CARE
TECHNICAL SALES SEMINAR GROUP.

2. IN TYPICAL PHILIPPINE EFFORT TO EXTEND WARMEST POSSI-
BLE HOSPITALITY, DR. CAEDO, DIRECTOR OF HOSPITAL,
GOVERNMENT SERVICE INSURANCE SYSTEM
GENERAL HOSPITAL AND A KEY FIGURE IN ORGANIZATION OF
PHILIPPINE HEART CENTER, HAS VOLUNTEERED TO TRY TO ARRANGE
COURTESY CALL BY GROUP ON PRESIDENT AND/OR MRS. MARCOS. IF WE
GIVE OUR CONCURRENCE, ACTION WOULD BE INITIATED UPON RECEIPT
OF DEFINITIVE PROGRAM AND LIST OF PARTICIPANTS.

3. DRM ANTONIO OPOSA, PRESIDENT OF THE PHILIPPINE
MEDICAL ASSOCIATION, INSISTENT ON CO-SPONSORING
SEMINAR AND WILL SOLICIT COOPERATION AND ARRANGE
POSSIBLE CO-PARTICIPATION OF PHILIPPINE HOSPITAL
ASSOCIATION, PHILIPPINE MEDICAL CARE COMMISSION
AND SECRETARY OF DEPARTMENT OF HEALTH.

4. IN VIEW OF THE HIGH DEGREE OF LOCAL INTEREST AND
THE PROBABLE EXPOSURE TO THE TOP HEALTH CARE DECI-
SION MAKERS/ADMINISTRATORS, EMBASSY CONSIDERS TI

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HIGHLY IMPORTANT FOR USDOC TO MAKE SPECIAL EFFORT

TO ATTRACT TOP AUTHORITIES, PERSONALITIES
AND LEADING HEALTH CARE ORGANIZATIONS/COMPANIES
TO PARTICIPATE IN THE PHILIPPINE PRESENTATION.
U.S. PRESENCE MUST BE PRESTIGIOUS FOR LARMEUCOD
SZ.
EDUCATED AUDIENCE IT WILL BE REACHING.

5. SEMINAR TOPICS UNDER CONSIDERATION, AS STATED
REFTEL, APPEAR SUITABLE TO TARGET AUDIENCE.
DR. FRANCISCO AGUILAR, EXECUTIVE DIRECTOR, PROJECT
MANAGEMENT STAFF, DEPARTMENT OF HEALTH, EXPRESSES
HIGH INTEREST IN SUBJECTS OF (1) DEVELOPMENT AND
DESIGN OF HOSPITALS IN DEVELOPING COUNTRIES AND
(2) HEALTH CARE DELIVERY SYSTEMS FOR RURAL,
ECONOMICALLY DEPRESSED AREAS. PROPOSED
ARCHITECTS COLLABORATIVE PRESENTATION ON INDUS-
TRIAL ENGINEERING APPROACH TO SMALL HOSPITAL
DESIGN SHOULD AVOID WORD "SMALL". SMALL U.S.
HOSPITAL WOULD BE CONSIDERED RELATIVELY SIGNIFI-
CANT IN THE PHILIPPINE CONTEXT.

6. EMBASSY WILL ADVISE DEPARTMENT ON OTHER POSSIBLE
SEMINAR TOPICS OF INTEREST TO PHILIPPINE AUDIEN-
CES AS DISCUSSIONS PROGRESS WITH MEDICAL COM-
MUNITY.
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